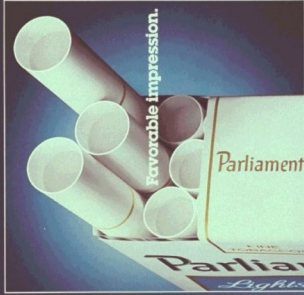


LEO BURNETT U.S.A.
A DIVISION OF LEO CREATIVE CONSULTANTS, INC.

Ad No. 1157- "FAVORABLE IMPRESSION"-Reg. No. 74636-Tp. (R) 3/4" x 11 1/2"-4/c Bld-Nat'l Mag. (DEE), '83
Printed in U.S.A.



Favorable impression.

We put something further
imaginative at the end of our
cigarettes.
It keeps back tar from
reaching your lips from
touching the tar that builds up
on the filter.

Flash filters can't do that.
Which is why Parliament
Lights are so tastefully light.
And doesn't that sound like
something you'd favor?

Only Parliament Lights has
the famous recessed filter.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.
11 mg nicotine av. per cigarette by FTC method.

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